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Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market.

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Marketing Fashion - Portfolio Portfolio Laurence King ... Harriet Posner specialises in marketing and branding for fashion, and is the author of Marketing Fashion: Strategy, Branding and Promotion (2015), used by fashion scholars around the world. Harriet has had a long and varied career in the industry and in education.

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Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Saint Martins Buy 1000 dresses: the fashion design resource book Marketing Fashion: Portfolio Series. Harriet Posner. Paperback 1,622.00.

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Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Central Saint Martins College of Art & Design, she set up her own label women's and men's knitwear brand selling in major stores worldwide.

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2. Trend Boards: Trend boards can be a great way to show you are able to identify or forecast trends, which is a valuable skill in the fashion world. Whether you are identifying or forecasting trends, timeliness will be an issue here. You don't want to create a trend board for a future trend and then include it in a fashion business or marketing portfolio 12 months later when it is no longer ...

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Harriet Posner is Course Leader for fashion communication and promotion at Norwich University of the Arts. After graduating from Central Saint Martins, University of the Arts, London, she established her own knitwear label selling in major stores worldwide.

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Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market. The book is designed to appeal to students at degree or foundation level as well as those contemplating career within the fashion industry.

Marketing and branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion, Second Edition is a practical guide to the fundamental principles of marketing and branding, from developing brand identity to creating a customer profile. The book explains key theoretical concepts and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market. All tools in the modern marketer's kit are discussed, from attending fashion fairs to viral marketing and online strategies. Using examples and case studies drawn from a broad range of fashion, textile, and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

Kenneth A. Posner spent close to two decades as a Wall Street analyst, tracking the so-called "specialty finance" sector, which included controversial companies such as Countrywide, Fannie Mae, Freddie Mac, CIT, and MasterCard?many of which were caught in the subprime mortgage and capital markets crisis of 2007. While extreme volatility is nothing new in finance, the recent downturn caught many off guard, indicating that the traditional approach to decision making had let them down. Introducing a new framework for handling and evaluating extreme risk, Posner draws on years of experience to show how decision makers can best cope with the "Black Swans" of our time. Posner's shrewd assessment combines the classic fundamental research approach of Benjamin Graham and David Dodd with more recent developments in cognitive science, computational theory, and quantitative finance. He outlines a probabilistic approach to decision making that involves forecasting across a range of scenarios, and he explains how to balance confidence, react accurately to fast-breaking information, overcome information overload, zero in on the critical issues, penetrate the information asymmetry shielding corporate executives, and integrate the power of human intuition with sophisticated analytics. Emphasizing the computational resources we already have at our disposal?our computers and our minds?Posner offers a new track to decision making for analysts, investors, traders, corporate executives, risk managers, regulators, policymakers, journalists, and anyone who faces a world of extreme volatility.

Revolutionary ideas on how to use markets to bring about fairness and prosperity for all Many blame today's economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? Radical Markets turns this thinking?and pretty much all conventional thinking about markets, both for and against?on its head. The book reveals bold new ways to organize markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-century spirit of liberal reform and lead to greater equality, prosperity, and cooperation. Eric Posner and Glen Weyl demonstrate why private property is inherently monopolistic, and how we would all be better off if private ownership were converted into a public auction for public benefit. They show how the principle of one person, one vote inhibits democracy, suggesting instead an ingenious way for voters to effectively influence the issues that matter most to them. They argue that every citizen of a host country should benefit from immigration?not just migrants and their capitalist employers. They propose leveraging antitrust laws to liberate markets from the grip of institutional investors and creating a data labor movement to force digital monopolies to compensate people for their electronic data. Only by radically expanding the scope of markets can we reduce inequality, restore robust economic growth, and resolve political conflicts. But to do that, we must replace our most sacred institutions with truly free and open competition!Radical Markets shows how.

"Includes exclusive online content"--Cover.

This is the first book on the subject that combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case study material from leading fashion organizations to provide unique insights into the reality of fashion marketing.

This book takes a fresh look at the most dynamic area of American law today, comprising the fields of copyright, patent, trademark, trade secrecy, publicity rights, and misappropriation. Topics range from copyright in private letters to defensive patenting of business methods, from moral rights in the visual arts to the banking of trademarks, from the impact of the court of patent appeals to the management of Mickey Mouse. The history and political science of intellectual property law, the challenge of digitization, the many statutes and judge-made doctrines, and the interplay with antitrust principles are all examined. The treatment is both positive (oriented toward understanding the law as it is) and normative (oriented to the reform of the law). Previous analyses have tended to overlook the paradox that expanding intellectual property rights can effectively reduce the amount of new intellectual property by raising the creators' input costs. Those analyses have also failed to integrate the fields of intellectual property law with the law of physical property, overlooking the many economic and legal-doctrinal parallels. This book demonstrates the fundamental economic rationality of intellectual property law, but is sympathetic to critics who believe that in recent decades Congress and the courts have gone too far in the creation and protection of intellectual property rights. Table of Contents: Introduction 1. The Economic Theory of Property 2. How to Think about Copyright 3. A Formal Model of Copyright 4. Basic Copyright Doctrines 5. Copyright in Unpublished Works 6. Fair Use, Parody, and Burlesque 7. The Economics of Trademark Law 8. The Optimal Duration of Copyrights and Trademarks 9. The Legal Protection of Postmodern Art 10. Moral Rights and the Visual Artists Rights Act 11. The Economics of Patent Law 12. The Patent Court: A Statistical Evaluation 13. The Economics of Trade Secrecy Law 14. Antitrust and Intellectual Property 15. The Political Economy of Intellectual Property Law Conclusion Acknowledgments Index Reviews of this book: Chicago law professor William Landes and his polymath colleague Richard Posner have produced a fascinating new book...[The Economic Structure of Intellectual Property Law] is a broad-ranging analysis of how intellectual property should and does work...Shakespeare's copying from Plutarch, Microsoft's incentives to hide the source code for Windows, and Andy Warhol's right to copyright a Brillo pad box as art are all analyzed, as is the question of the status of the all-bran cereal called 'All-Bran.' --Nicholas Thompson, New York Sun Reviews of this book: Landes and Posner, each widely respected in the intersection of law and economics, investigate the right mix of protection and use of intellectual property (IP)...This volume provides a broad and coherent approach to the economics and law of IP. The economics is important, understandable, and valuable. --R. A. Miller, Choice Intellectual property is the most important public policy issue that most policymakers don't yet get. It is America's most important export, and affects an increasingly wide range of social and economic life. In this extraordinary work, two of America's leading scholars in the law and economics movement test the pretensions of intellectual property law against the rationality of economics. Their conclusions will surprise advocates from both sides of this increasingly contentious debate. Their analysis will help move the debate beyond the simplistic ideas that now tend to dominate. --Lawrence Lessig, Stanford Law School, author of The Future of Ideas: The Fate of the Commons in a Connected World An image from modern mythology depicts the day that Einstein, pondering a blackboard covered with sophisticated calculations, came to the life-defining discovery: Time = \$\$ Landes and Posner, in the role of that mythological Einstein, reveal at every turn how perceptions of economic efficiency pervade legal doctrine. This is a fascinating and resourcful book. Every page reveals fresh, provocative, and surprising insights into the forces that shape law. --Pierre N. Leval, Judge, U.S. Court of Appeals, Second Circuit The most important book ever written on intellectual property. --William Patry, former copyright counsel to the U.S. House of Representatives, Judiciary Committee Given the immense and growing importance of intellectual property to modern economies, this book should be welcomed, even devoured, by readers who want to understand how the legal system affects the development, protection, use, and profitability of this peculiar form of property. The book is the first to view the whole landscape of the law of intellectual property from a functionalist (economic) perspective. Its examination of the principles and doctrines of patent law, copyright law, trade secret law, and trademark law is unique in scope, highly accessible, and altogether greatly rewarding. --Steven Shavell, Harvard Law School, author of Foundations of Economic Analysis of Law

"A collection of practical, helpful suggestions, powerful reminders, and easy-to-use tools to make life better, have more fun, get more done, improve relationships ... and all without too much heavy lifting!"--Page 4 of cover.

Why we need government intervention in the free market to protect competition and encourage innovation Starting about thirty years ago, conservatives forced an overhaul of competition policy that has loosened business rules for everything from selling products to buying competitors. Gary Reback thinks the changes have gone too far. Today's competition policies, he argues, were made for the old manufacturing economy of the 1970s. But in a high-tech world, these policies actually slow innovation, hurt consumers, and entrench big companies at the expense of entrepreneurs. Free the Market! is both a memoir of Reback's titanic legal battles?involving top companies such as Apple, Microsoft, IBM, Oracle, and AT&T?and a persuasive argument for measured government intervention in the free market to foster competition. Among the fascinating questions he considers: Can a company ever compete too hard for the public good? Should policy makers worry more about promoting competition or improving efficiency? Does it help consumers when a manufacturer sets the prices its retailers charge? Should the government do more to stop controversial mergers? At what point does intellectual property protection hurt innovation?

A Silicon Valley entrepreneur takes on the challenge of a lifetime: teaching in one of California's toughest high schools. Entrepreneur Steve Poizner has run a billion dollar company, but the greatest challenge of his life was the year he spent teaching twelfth graders at San Jose's Mt. Pleasant High School. On many days, like the one when a student's boyfriend was arrested for bank robbery, his managerial and entrepreneurial skills seemed irrelevant. But on others, they helped him demonstrate how exciting it is to learn. Playing Jeopardy with the class and inviting speakers into the classroom, Poizner motivated his students by expanding their horizons far beyond their high school's walls. Poizner writes, "Often I came to ask myself one question: What exactly are you doing here? As it turns out, I was receiving one hell of an education." Mt Pleasant is ultimately a success story, as Poizner wins Rookie Teacher of the Year honors and, more important, ensures that all his students graduate.

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